

## **RFP RECOMMENDATION**

March 27, 2007

MEMO: Lou Spiegel  
Associate Superintendent for Business Services

FROM: Shelley Freeman  
Purchasing Agent

RE: Consideration of RFPs Received For Yearbook Production

### INTRODUCTION

We request that the MISD Board of Trustees approve the recommendation as made by the Yearbook Selection Committee for awarding the RFP for Yearbook Production. Completed requests for RFP #07-067 were received prior to the closing on February 15, 2007.

### DISCUSSION

Attached are the Proposal Evaluation Rating Schedule and the Tabulation. The purpose of this RFP is to supply Legacy High School students and faculty with a Yearbook Production vendor. It will also allow Mansfield, Summit and Timberview High School students and faculty to choose between the currently contracted vendor and the vendor awarded this contract.

The contract term will be for one year, beginning upon the signing of a contract by the District and ending one year from that date. There is an option to renew the contract for four additional one-year periods upon mutual consent of both parties.

### RECOMMENDATION

The Purchasing Department recommends that the RFP be awarded to Jostens as shown on the Rating Schedule and Tabulation.

### FUNDING

No funding required. Items will be purchased by individual students.

ORIGINATING DEPARTMENT HEAD:

David Wright  
Principal, Legacy High School

FOR FURTHER INFORMATION CONTACT:

David Wright                      817-299-1945  
Dottie Morrow                    817-299-6090

**RFP #07-067  
Yearbook Production  
RATING SCHEDULE**

<b>VENDOR</b>			<b>Herff Jones Yearbooks, Inc.</b>	<b>Jostens Printing and Publishing</b>		<b>Lifetouch Publishing</b>	
<b>Item/Category</b>	<b>Value</b>	<b>Rating</b>	<b>Reasoning</b>	<b>Rating</b>	<b>Reasoning</b>	<b>Rating</b>	<b>Reasoning</b>
Responsiveness and Completeness of Proposal	5	5		5		5	
Understanding of RFP Requirements	5	5		5		5	
References and Experience	10	10		10		10	
Quality of Samples	20	13	Picture accuity not sharp in all three samples (-8).	20	Excellent overall!	5	Some binding issues; questionable quality of covers; overall pages not distinctive.
Services Provided	10	10		10		10	
Number of Services Available	10	10		10		10	
<b>Cost</b>	40	18		40		28	
<b>Total Score</b>	<b>100</b>	<b>71</b>		<b>100</b>		<b>73</b>	

Committee:  
David Wright, Principal, Legacy High School  
Cynthia McCallum, Associate Principal, Legacy High School  
Patti Jones, Parent  
Alli Jones, Student  
Shelley Freeman, Purchasing Agent, MISD  
Dottie Morrow, Buyer, MISD

**RFP #07-067  
Yearbook Production  
RATING SCHEDULE**

<b>VENDOR</b>		<b>Taylor Publishing Company</b>		<b>Walsworth Publishing Company</b>	
<b>Item/Category</b>	<b>Value</b>	<b>Rating</b>	<b>Reasoning</b>	<b>Rating</b>	<b>Reasoning</b>
Responsiveness and Completeness of Proposal	5	5		4	Only sent two of three requested samples (-1).
Understanding of RFP Requirements	5	5		5	
References and Experience	10	10		10	
Quality of Samples	20	15	Binding issues; stitching flawed in places (-5).	20	
Services Provided	10	10		10	
Number of Services Available	10	10		10	
<b>Cost</b>	40	26		22	
<b>Total Score</b>	<b>100</b>	<b>81</b>		<b>81</b>	

**RFP # 07-067  
Yearbook Production  
TABULATION**

VENDORS	Herff Jones Yearbook, Inc.	Jostens Printing and Publishing
	Pricing	Pricing
Pricing for proposed yearbook, including all services listed.	\$25,153.00	\$14,395.00 (includes 60 color pages)
<b>Additional Full Color Page Pricing</b>	If a flat of color (8 pages) is turned in on the first deadline, cost is \$680.00 per flat; if on the last deadline, cost is \$1050.00.	
0-4 Pages	\$85.00/page	\$192.00 for four pages
5-20 Pages	\$85.00/page	\$960.00 for 20 pages
21-80 Pages	\$85.00/page	\$3840.00 for 80 pages
80+ Pages	\$85.00/page	\$48.00 per page
Straight Cost per Page (if available)	\$85.00/page	\$48.00 per page
<b>Cost for Yearbook Curriculum</b> (if any)	Included	Included

**Present at opening:**

Brad Golden, Jostens  
Dottie Morrow, Buyer, MISD

**RFP # 07-067  
Yearbook Production  
TABULATION**

<b>VENDORS</b>	<b>Lifetouch Publishing</b>
	<b>Pricing</b>
Pricing for proposed yearbook, including all services listed.	\$21,440.76 (includes 20 color pages)
<b>Additional Full Color Page Pricing</b>	
0-4 Pages	
5-20 Pages	
21-80 Pages	\$1,385.57
80+ Pages	\$5,542.77
Straight Cost per Page (if available)	
<b>Cost for Yearbook Curriculum</b> (if any)	Included

**Present at opening:**

Brad Golden, Jostens  
Dottie Morrow, Buyer, MISD

**RFP # 07-067  
Yearbook Production  
TABULATION**

<b>VENDORS</b>	<b>Taylor Publishing Company</b>	<b>Walsworth Publishing</b>
	<b>Pricing</b>	<b>Pricing</b>
Pricing for proposed yearbook, including all services listed.	\$18,990.00	\$20,000.00
<b>Additional Full Color Page Pricing</b>		\$650.00 per flat of 8 pages each; \$13,000.00 to add color to entire book .
0-4 Pages	\$50.00/page	See above - priced by flat of 8 pages
5-20 Pages	\$50.00/page	See above - priced by flat of 8 pages
21-80 Pages	\$50.00/page	See above - priced by flat of 8 pages
80+ Pages	\$50.00/page	See above - priced by flat of 8 pages
Straight Cost per Page (if available)	\$50.00/page	See above - priced by flat of 8 pages
<b>Cost for Yearbook Curriculum</b> (if any)	Included	Included

**Present at opening:**

Brad Golden, Jostens  
Dottie Morrow, Buyer, MISD