



SCHOOL BOARD ACTION REPORT

DATE: November 13, 2017
FROM: Dr. Larry Nyland, Superintendent
LEAD STAFF: Dr. Kyle Kinoshita, Chief of Curriculum, Assessment and Instruction
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For Introduction: January 3, 2018
For Action: January 17, 2018

1. TITLE

Extending the contract for Middle School and High School yearbooks with Herff Jones for an additional year.

2. PURPOSE

This Board action would extend the District's contract with its current yearbook vendor for one year. This extension would be the second of three one-year extensions possible under the contract.

3. RECOMMENDED MOTION

I move that the School Board authorize the Superintendent to approve an extension of the contract with Herff Jones in an amount not to exceed \$400,000 for the management and classroom support in the preparation and printing of middle school and high school yearbooks, in the form of the draft Agreement attached to this Board Action Report and presented to the School Board, with any minor additions, deletions and modifications deemed necessary by the Superintendent, and to take any necessary actions to implement the contract.

4. BACKGROUND INFORMATION

a. Background

In November 2015, a review committee of yearbook advisors representing both middle and high schools was convened to conduct an initial review of potential yearbook vendors. As a result of a competitive process resulting in 4 submitted proposals at the end of 2015, Herff Jones was selected as the vendor for furnishing yearbooks to schools in February 2016. All submitted proposals were from national companies with local representatives working at the school level. The agreement was a one-year agreement with up to three one-year extensions. The Board approved the first extension last year, which expires at the end of February 2018.

b. Alternatives

1. Do not contract with a vendor identified through a competitive request for proposal (RFP) process, and allow each school to select its own yearbook vendor. This alternative is not recommended for two reasons: (1) through the RFP process, the District has obtained competitive pricing, which is lower than each school could obtain on its own, and (2) the District would be in violation of the State Law and the Superintendent's Procedures for Contracting, which call for competition at this dollar level.
2. Do not renew the contract with Herff Jones, and re-open the competitive process to identify a new vendor. This alternative is not recommended as the review committee conducted an extensive three-month research process to obtain a competitive three-year agreement based on superior ratings and the best price point. To conduct another search with required steps would prevent schools from engaging in production and completion of yearbooks in time for availability at the end of the year.
3. Contract with two different yearbook companies rather than one. This recommendation was considered by the original committee; however, disadvantageous pricing from the vendors would preclude this as an equitable option.
4. Do not renew the contract and proceed without service from any vendor, and require yearbook advisors to perform all of their own yearbook functions without support. This alternative is not recommended, since yearbook advisors do not have the capacity to perform all of the work associated with yearbook creation and printing themselves.

c. Research

From October to December 2015, a Curriculum, Assessment and Instruction Department committee, that included broad participation from secondary schools, reviewed the 4 proposals from Balfour, Herff Jones, Walsworth and Jostens as finalists for selection.

After examining quality of product; quality of service to schools; overall experience, reputation, and expertise; experience and quality of staff; ability to provide service in expedient manner; workshops/seminars for students and yearbook staff; and willingness to accept the District's terms and conditions, the committee identified Herff Jones as the top rated candidate. The District receives a 15% discount on the basic book price from Herff Jones as a result of awarding the contract to all middle schools and high schools identified in the RFP.

Six participating school yearbook advisors have submitted annual evaluations with positive feedback and in previous years under this contract renewal all have recommended the renewal for the 2018-2019 school year be approved. Schools

returning these evaluations are Hamilton International Middle School, Cleveland STEM High School, Mercer Middle School, Denny International Middle School, Chief Sealth International High School, Roosevelt High School.

5. FISCAL IMPACT/REVENUE SOURCE

Fiscal impact to this action will not exceed \$400,000 for the 2018-2019 school year.

The revenue source for this motion is each secondary school’s Associated Student Body (ASB) funds.

Expenditure: One-time Annual Multi-Year N/A

Revenue: One-time Annual Multi-Year N/A

6. COMMUNITY ENGAGEMENT

With guidance from the District’s Community Engagement tool, this action was determined to merit the following tier of community engagement:

Not applicable

Tier 1: Inform

Tier 2: Consult/Involve

Tier 3: Collaborate

Herff Jones’ agreement features one-year renewals of its contract for Middle School and High School yearbooks based on satisfactory annual evaluations of the vendor’s product and service. A survey was conducted with yearbook advisors in November 2016. Although there were limited returns on surveys despite repeated attempts to contact yearbook advisors, all indicators were marked “satisfactory”. Four out of the five recommended continuation with Herff Jones, with numerous complimentary comments. One adviser, though marking “satisfactory” on every indicator and acknowledging “excellent” service, marked not to continue as he desired Herff Jones to offer less expensive options so as to provide a reduced cost to less affluent students.

7. EQUITY ANALYSIS

Setting up one single contract for yearbook services through a competitive process maximizes equity in the following ways: 1) By exercising a district-wide contract taking advantage of volume pricing, a uniform cost per school is guaranteed that will keep the prices of yearbooks down. This is especially important for schools in which there is a high proportion of students qualifying for free or reduced lunch. 2) At the same time, a district-wide contract ensures that the level of quality is equitable across schools so all students receive a superior product.

8. STUDENT BENEFIT

Yearbooks can be an expense for less affluent students. However, the research done to arrive at the selection of Herff Jones demonstrated that it provided the most advantageous contract from an economic standpoint.

9. WHY BOARD ACTION IS NECESSARY

- Amount of contract initial value or contract amendment exceeds \$250,000 (Policy No. 6220)
- Amount of grant exceeds \$250,000 in a single fiscal year (Policy No. 6114)
- Adopting, amending, or repealing a Board policy
- Formally accepting the completion of a public works project and closing out the contract
- Legal requirement for the School Board to take action on this matter
- Board Policy No. _____, [TITLE], provides the Board shall approve this item
- Other: _____

10. POLICY IMPLICATION

This introduction is in compliance with Policy No. 6220, Procurement.

11. BOARD COMMITTEE RECOMMENDATION

This motion was discussed at the Curriculum and Instruction Committee meeting on December 12, 2017. The Committee reviewed the motion and moved it forward to the full Board with a recommendation approval.

12. TIMELINE FOR IMPLEMENTATION

Upon approval of this motion, a contract will be executed with Herff Jones for middle school and high school yearbook production for the 2018-2019 curriculum year.

13. ATTACHMENTS

- Draft contract amendment with Herff Jones (for approval)

**SEATTLE PUBLIC SCHOOLS
AMENDMENT NO. 2
CONTRACT NO. RFP09503
MIDDLE SCHOOL AND HIGH SCHOOL YEARBOOKS**



THIS AMENDMENT is made between the Seattle School District No. 1, (hereinafter called "District"), and HERFF JONES (hereinafter called "Vendor") regarding Contract No. RFP09503, Middle School and High School Yearbooks.

Whereas, the District and the Vendor entered into a contract dated February 25, 2016 and amended on January 1, 2017; and,

Whereas, the District and the Vendor acknowledge that the contract allows for up to three (3) annual contract renewals and wish to exercise its second option to renew and extend the term of the contract for one (1) additional year.

Whereas, the estimated annual contract amount will remain \$400,000.00.

NOW, THEREFORE, District and Vendor agree as follows:

1. The term of the contract is extended from March 1, 2018 to February 28, 2019.
2. Any of the other provisions of the subject contract not modified in writing shall remain in full force and effect.

HERFF JONES



Signature

Jennifer Gregerson

(Vendor Representative)

Yearbook Sales Representative

Title

11/13/17

Date Signed

Herff Jones

Company Name

47 2261493

Employer I.D. No. or Social Security No.

SEATTLE SCHOOL DISTRICT NO. 1

Signature

Dr. Larry Nyland

Superintendent

Title

Date Signed