



# **SCHOOL BOARD ACTION REPORT**

**DATE:** November 30, 2016  
**FROM:** Dr. Larry Nyland, Superintendent  
**LEAD STAFF:** Dr. Kyle Kinoshita, Chief of Curriculum, Assessment and Instruction,  
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## **1. TITLE**

Exercising option to extend the contract for Middle School and High School yearbooks with Herff Jones for an additional year

**For Introduction:** January 4, 2017  
**For Action:** January 18, 2017

## **2. PURPOSE**

This Board action would extend the District's contract with its current yearbook vendor for one year.

## **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 at the end of 2015, Herff Jones was selected for the vendor for furnishing yearbooks to schools. The contract is in force until February 28, 2017, with a provision that with mutual agreement of both parties, it could be extended up to three (3) additional, one-year terms under the same terms and conditions, pending satisfactory performance by the vendor.

### **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 proposals from Balfour, Herff Jones, 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.

**5. FISCAL IMPACT/REVENUE SOURCE**

Fiscal impact to this action will not exceed \$400,000.

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

Expenditure:  One-time  Annual  Other Source

**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**

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.

**8. STUDENT BENEFIT**

Yearbooks are a hallmark of students' experiences within a school year and across their years in middle and high school. They hold memories of experiences, pictures of time, times and names of important people who touched their lives while in school.

**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 Policy Committee meeting on December 12, 2016. The Committee reviewed the motion and moved this item forward to the full Board with a recommendation for 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 2017-2018 year.

**13. ATTACHMENTS**

- Draft contract amendment with Herff Jones (for approval)
- Original contract with Herff Jones (for reference)
- Sample order form
- Copies of Vendor/Contractor Performance Evaluations (surveys)
  - Hamilton International Middle School
  - Cleveland STEM High School
  - Mercer Middle School
  - Denny International Middle School
  - Chief Sealth International High School
  - Roosevelt High School