

**COLCHESTER PUBLIC SCHOOLS  
BACON ACADEMY  
COLCHESTER, CONNECTICUT**



**REQUEST FOR PROPOSALS #BA-123**

**HIGH SCHOOL  
YEARBOOK SERVICES**

**JANUARY 11, 2021**

# **HIGH SCHOOL YEARBOOK SERVICES**

## **Request for Proposals #BA-123**

### **INTRODUCTION**

Bacon Academy is seeking proposals from qualified companies to provide high school yearbook services and school picture services in accordance with this Request for Proposal.

### **BACKGROUND AND GENERAL INFORMATION**

**Overview of organization** – Bacon Academy is a public high school in Colchester, CT with students in grades 9-12. There are approximately 750 students and 100 faculty/staff.

**Current services being offered to Bacon Academy** – Currently, Bacon Academy works with two independent companies. One company provides services that yield our high school yearbook. The other company manages our school pictures, including coordinating the school pictures with our families and our student information database, PowerSchool. Currently, the school's Yearbook Advisor is the person that primarily works with the two companies, although that person is not the only one who works with the companies.

### **SCOPE OF WORK**

Bacon Academy is looking for proposals from companies to provide yearbook services. We currently work with a high-quality company; however, we are requesting proposals to be able to compare costs, quality of service, and quality of product. The services we would expect from the company(ies) are, but are not limited to:

- Working with our staff and students to produce a high quality yearbook annually
- Provide technical assistance to the Yearbook Advisor and his/her student staff as they develop the yearbook
- Offer a yearbook annually that incorporates the most current technology and quality products

## **PROPOSAL PROCESS**

Proposals must clearly articulate how those services identified in the scope of work will be provided, costs for services, and include vendor qualifications, experience, and references. **Proposals should not exceed 20 pages including any graphics and/or attachments, and should be submitted as one signed original and two copies.** The services provided, qualifications, experience, and reference portions of the proposals will be weighted more heavily than the costs. Proprietary data or trade secrets should be clearly identified as such in your proposal.

Proposals must include details related to the following topics:

- How student data privacy is protected throughout the entire process
- The benefits of agreeing to a three-year contract, which could be renewed based on exemplary service

**Legal Issues/Conflicts of interest:** Proposals should also include for your company:

- Any violations of Federal, state or local regulations/laws within the past 3 years
- Arrangements with other parties that could pose a conflict of interest including affiliation of the company or its main personnel with school personnel
- If none of the above applies, then a statement to that effect should be included.

**Costs:** Proposals should include all costs associated with providing the services described in the Scope of Work. Cost proposals should be included in a separate, sealed envelope marked “Dollar Cost Proposal” (refer to “Submission of Proposals” section below). Cost proposals should be the company’s best offer and be accurate based on the provided information about Bacon Academy.

**Vendor Qualifications & Experience:** Proposals must contain a statement as to qualifications of the proposing company, identify the company representative and other staff that will be assigned to work with Bacon Academy under this agreement, and provide resumes that fully describe their qualifications and experiences. This section is also to include a list of a minimum of **3 (three)** other high schools in Connecticut for which your company is presently under contract to provide said services, and the name of the primary representative for each.

**References:** Provide the names, phone number, contact person and mailing address of at least three references for which similar services have been provided in

the last three years. Indicate for which of the references the proposed primary representative has provided services and the capacity of these services.

### **EVALUATION OF PROPOSALS AND NEGOTIATIONS**

The Principal and Yearbook Advisor of Bacon Academy will review all proposals submitted and may select up to three proposals for further evaluation. The final three companies may be invited to make a presentation to the Principal and Yearbook Advisor, at a location to be determined, at no cost to Bacon Academy. Based upon this further evaluation, the Principal will select the proposal which best fulfills Bacon Academy's requirements. If needed, the Principal may negotiate with that company to determine final pricing, and contract form. There will be no public opening and reading of bids. Overall responsiveness to the Request for Proposals will be an important factor in the evaluation process.

Proposals will be evaluated on the basis of:

- Company's overall qualifications and experience in high school yearbook publishing.
- Qualifications of the proposed primary representative and other staff members, depth of the company and experience providing yearbook services to other public high schools of similar size and complexity as Bacon Academy.
- Company's legal issues and conflicts of interest, if any.
- Responsiveness to the Request for Proposal process and general provisions, and understanding of the scope of work as evidenced by the services offered in the proposals and during the evaluation period.
- References.
- Costs.

### **TENTATIVE SCHEDULE DEADLINES**

Bid Posting	January 11, 2021
Questions Concerning RFP Submitted	January 18, 2021
Proposals Submitted	February 1, 2021
Bid Opening	February 2, 2021
Evaluations & Interviews Completed	March 2, 2021
Contract Awarded	March 18, 2021

**Submission of Proposals:** Proposals are to be submitted to:

Matthew Peel, Principal Bacon Academy  
611 Norwich Avenue  
Colchester, CT 06415

Or

[mpeel@colchesterct.org](mailto:mpeel@colchesterct.org)

Proposals must be submitted no later than **2:00 p.m. on Monday , February 1, 2021.** Each proposal must be submitted in the prescribed format in a sealed envelope with the title “RFP BA-123, Proposal for High School Yearbook Services”, the closing date and time listed on the outside. Cost proposals should be submitted in a separate, sealed envelope labeled “Dollar Cost Proposal – Bacon Academy Yearbook Services.”

In response to the impact of COVID-19 and the need to work remotely, Bacon Academy will accept complete bids that meet all of the requirements listed above in electronic form. Bids may be submitted as pdfs and emailed to the Principal at [mpeel@colchesterct.org](mailto:mpeel@colchesterct.org). If submitted via email, only **one signed original copy** is required. Cost proposals should also be included as a separate pdf named “Dollar Cost Proposal” attached in the same email. The subject line of the email should read “RFP BA-123, Proposal for High School Yearbook Services”.

Bid opening shall take place at the Bacon Academy, 611 Norwich Ave, Colchester CT 06415, **at 2:30pm on February 2, 2021.**

Information must be complete and in compliance with the terms, conditions, provisions and specifications of the Request for Proposals. The information requested and the manner of submission is essential to permit prompt evaluation of all proposals on a fair and uniform basis. Accordingly, the Principal reserves the right to declare as non-responsive and reject any proposal in which requested material information is not furnished or where indirect or incomplete answers or information is provided.

Proposals, modifications or corrections received after the specified date and time will not be considered.

Proposals that are submitted telegraphically, by telephone or by facsimile will not be accepted.

**Proposal Postponement and Addendum:** Bacon Academy reserves the right to revise or amend the specifications or any other part of the proposal up to the time set for opening. Such revisions and amendments, if any, shall be announced by addendum to this solicitation. Copies of such addendums can be found on the Town of Colchester website, [www.colchesterct.gov](http://www.colchesterct.gov) under Business, RFP/RFQ. In any case, the proposal opening shall be at least five working days after the last addendum; and the addendum shall include an announcement of the new date, if applicable, for the opening of proposals.

**Company's Investigation:** Before submitting a proposal, each company shall make all investigations and examinations necessary to ascertain all conditions and requirements affecting the full performance of the contract and to verify any representations made by Bacon Academy upon which the company will rely. If the company receives an award as a result of its proposal submission, failure to have made such investigations and examinations will in no way relieve the company from its obligation to comply in every detail with all provisions and requirements of the contract, nor will a plea of ignorance of such conditions and requirements be accepted as a basis for any claim whatsoever by the company for additional compensation.

**Nondiscrimination:** The successful company shall agree and warrant that it will not discriminate or permit discrimination against any person or group of persons on the grounds of sex, race, color, religion, age, marital status, ancestry, national origin, past history of mental disorder, mental disability, physical disability, or other basis in any manner prohibited by the laws of the United States, the State of Connecticut, or the Town of Colchester.

**Award:** Bacon Academy reserves the right to reject any and all proposals; to waive any informality in the proposals; and to accept the proposal that appears to be in the best interest of the school.

In determining and evaluating the best proposal, prices will be a consideration, but quality, equality, efficiency, utility, general terms, delivery, suitability of the service offered, and the reputation of the service in general use will also be considered with any other relevant factors.

Notice of contract award will be made by March 18, 2021 to the company's representative, whose proposal complies with all the requirements in the Request for Proposals and is found to be the best value for Bacon Academy.

**Non-Collusion Affidavit:** The company declares, by signing and submitting a proposal, that the proposal is not made in the interest of, or on behalf of, any undisclosed person, partnership company, association, organization, or corporation; that the proposal is genuine and not collusive or sham; that the company has not directly or indirectly induced or solicited any other company to put in a false or sham proposal, and has not directly or indirectly colluded, conspired, connived, or agreed with any company or anyone else to put in a sham proposal, or that anyone shall refrain from bidding; that the company has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price of the company or any other bidder, or to fix any overhead, profit, or cost element of the proposal price, or of that of any other company, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract; that all statements contained in the proposal are true; and, further, that the company has not, directly or indirectly, submitted his or her proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, partnership, company association, organization, proposal depository, or to any member or agent thereof to effectuate a collusive or sham proposal.

**Questions:** Questions regarding this proposal, Bacon Academy, or any matters relating to the school's yearbook should be submitted no later than January 18th, 2021 to: Matthew Peel, Principal of Bacon Academy, by e-mail at: [mpeel@colchesterct.org](mailto:mpeel@colchesterct.org).