

## **STUDENT PHOTOGRAPHY SERVICES**

(and Elementary School Yearbooks)

### DIVISION OF PROCUREMENT CLARIFICATION:

All schools must use an awarded vendor for Student Photography services.

Elementary Schools must use an awarded vendor for yearbooks.

**High Schools and Middle Schools may use ANY yearbook vendor of their choosing.  
There is no requirement to use a vendor from this list.**

SEE PRINCIPALS' MEMO

WITH APPROVED VENDORS

AND VENDOR SCOPE OF SERVICES

ON THE FOLLOWING PAGES

**TO:** All Principals

**FROM:** Dana E. Edwards, Chief of District Operations Robert Reilly, Associate Superintendent of Finance

**SUBJECT:** *INFORMATION—Student Photography Services and Yearbook Contracts*

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### Summary

The purpose of this memorandum is to provide an update on the student photography services and yearbook contracts. The contract covers students and staff pictures for all Montgomery County Public Schools (MCPS), in addition to yearbooks for elementary schools. Schools may enter into one-year contracts only and must use an awarded yearbook vendor. MCPS has prequalified 11 vendors (Attachment A) and they all have been notified.

### Background

The Fiscal Year 2025 contract has been presented to and approved by the Board of Education. It includes all prequalified vendors and covers photographs of all students and staff (during the fall and spring for each elementary school and annual services for each secondary school); identification cards for all students and staff; yearbooks for all elementary schools; and other items as needed.

Principals should obtain at least three quotes from these prequalified vendors to determine the optimal level of services and affordable packages for their communities. Vendors were notified that principals will not enter into a multiyear agreement. All agreements are for a period of one year only. If you are satisfied with the quality and services provided by a particular vendor, principals can enter into another one-year agreement without obtaining additional quotes. Once the principal has signed the agreement, a copy must be sent to the Division of Procurement at [procurement@mcpsmd.org](mailto:procurement@mcpsmd.org), per Attachment A. The Division of Procurement will maintain a copy of all signed agreements.

### MEMORANDUM

May 30, 2024

Information - NEW



Office of District Operations Office of Finance

MONTGOMERY COUNTY PUBLIC SCHOOLS

Rockville, Maryland

### Links/Additional Information

- Attachment A: Contract Summary for Student Photography Services for MCPS
- Attachment B: Frequently Asked Questions for Student Photography Services for MCPS

### Questions

If you have any questions, please contact Mrs. Angela S. McIntosh-Davis, director, Division of Procurement, via [email](mailto:angela.mcintosh-davis@mcpsmd.org).

*M. Brian Hulse*

Approved by:

M. Brian Hull, Chief Operating Officer

Attachment A

**CONTRACT SUMMARY FOR SCHOOLS (as of 1/12/2024)**

**RFQ #4347.3, STUDENT PHOTOGRAPHY SERVICES FOR MONTGOMERY COUNTY PUBLIC SCHOOLS 1/12/2024–1/11/2025**

Schools are encouraged to interview multiple vendors from the current awardees to ensure best value and service. Elementary schools must use an awarded yearbook vendor from this contract summary. Schools may enter into one-year contracts only.

Elementary Yearbook Publishing	Photography Services	Notes	Company Name	Local Office Contact Information
Yes	Yes		Barksdale School Portraits, LLC	Malisa Eslin 443-910-0295 <a href="mailto:malisa@barksdalephoto.com">malisa@barksdalephoto.com</a>
No	Yes		Cady Studios LLC	Jeremy Cady 678-926-9982 <a href="mailto:jeremy.cady@cady.com">jeremy.cady@cady.com</a> Randy Slotnick 410-688-0023 <a href="mailto:randy.slotnick@cady.com">randy.slotnick@cady.com</a>
Yes	Yes	ES/MS Only	Commonwealth Imaging, dba Classic Photography & Imaging	David Christianson 410-203-1003 ext. 114 1-800-869-9515 <a href="mailto:david@classic-photo.com">david@classic-photo.com</a>
Yes	Yes		F. Paul Galeone Photographers, Inc., dba Galeone Photographers and Color Lab	Joseph Galeone 410-252-5355 917-692-4910 <a href="mailto:joseph.galeone@galeonephoto.com">joseph.galeone@galeonephoto.com</a> AnneMarie Galeone 410-252-5355 410-804-1961 <a href="mailto:annemarie.galeone@galeonephoto.com">annemarie.galeone@galeonephoto.com</a>
Yes	Yes		Freed Photography, Inc.	Neal Freed 301-652-5452 <a href="mailto:neal@freedphoto.com">neal@freedphoto.com</a>
Yes	Yes		Jason A. Johnson dba Little Red School House Photography	Jason A. Johnson 443-987-8232 <a href="mailto:JasonJohnson@littleredschoolhousephotography.com">JasonJohnson@littleredschoolhousephotography.com</a>
No	Yes		Nationwide Studios, Inc. dba Legacy Studios	Robert Caddick 443-413-6727 <a href="mailto:robert.caddick@legacystudios.com">robert.caddick@legacystudios.com</a>
Yes	Yes	ES/MS Only	School Pictures, Inc.	Brent Hofmann Debora Spano 410-997-8877 <a href="mailto:S.P.I@comcast.net">S.P.I@comcast.net</a>
Yes	Yes		Shutterfly Holdings, Inc. dba Shutterfly Lifetouch, LLC	Casey Johnson 512-461-0688 410-525-1700 <a href="mailto:casey.johnson@lifetouch.com">casey.johnson@lifetouch.com</a>

Elementary Yearbook Publishing	Photography Services	Notes	Company Name	Local Office Contact Information
Yes	Yes		Victor O'Neill Studios	Michael Harris 571-436-2960 1-800-320-2894 <a href="mailto:mike@vosphoto.com">mike@vosphoto.com</a>
Yes	No		Walsworth Publishing Company, Inc.	Kim Underwood 443-734-2469 <a href="mailto:kim.underwood@walsworth.com">kim.underwood@walsworth.com</a>

Attachment A

## VENDORS ARE REQUIRED TO CONFORM TO THE FOLLOWING SCOPE OF SERVICES

### 3.0 SCOPE OF SERVICES

Photographer(s) shall provide all necessary materials, equipment, supplies, and labor resources to provide professional quality photography services in accordance with the following general requirements.

All offerors submitting a proposal shall include evidence that they maintain a permanent place of business. Copies of any appropriate licenses necessary to perform this work shall be submitted with each proposal. Offerors also shall demonstrate that they have adequate staff to perform the required services.

#### 3.1 Photographer Representative

Photographer(s) shall provide experienced representative(s) who will work on a regular basis with school personnel to answer any questions regarding production or financial matters pertaining to the individual services required. **The expectation is that the representative will be highly responsive.**

Photographer guarantees that all employees and subcontractors assigned to work at Montgomery County Public Schools (MCPS) locations will conduct themselves in a responsible, courteous, and professional manner.

**Photographer representatives will meet all requirements as stated in Article 21. Obligations Regarding Criminal Records of Individuals Assigned to Work in MCPS Facilities.**

#### 3.2 Communication with Principal or Designee

Photographer representative(s) shall meet with the principal or designee prior to any photography session to agree upon specific dates, commission structure, and to resolve any logistical/contractual issues. Any additional items negotiated with individual schools shall be agreed upon in writing. Photographer(s) shall schedule in-school consultation when it is deemed necessary by the school.

## Attachment A

**33 Approval and Use of Photographs**

No pictures other than those approved by the principal may be offered for sale. All pictures not approved for sale shall be destroyed by the photographer. Under no circumstances may photographer(s) release, disclose, sell or otherwise use student names, addresses, or other personally identifiable information regarding students or their parents/guardians. Photographer(s) may only use this information for purposes required under this contract. Failure to comply with the requirement shall be considered contract default and may be cause for contract termination and/or legal action.

**34 Communication with Families**

Photographer(s) shall provide initial and reminder fliers and posters in a timely manner. These fliers and posters shall include price information and photographer's name, hours available at the site, web address, and telephone number.

Photographer(s) shall provide information on procedures for collection of money for pre-paid and other packages. If the photographer does not collect money directly from students, the school may require the photographer to arrange daily pick up of money collected.

Photographer(s) are highly encouraged to offer online service capabilities with secure credit card payment services. Photographer(s) shall provide schools with supporting documents for online sales.

All order forms regarding Senior Portraits will be in **gender-neutral terms** (ex. Tux, Drape, Black Formal Attire).

**There shall be no charge to the student or parents for the standard yearbook portrait or identification card. This information shall be stated on all applicable materials sent to students and parents.**

**Students and parents are under no obligation to purchase portrait packages, and, consistent with applicable state laws, service providers will not be permitted to send unsolicited packages home with students and charge parents/guardians who fail to return the packages. This information shall be stated on all applicable materials sent to students and parents.**

**Photographer(s) shall guarantee refunds or retake the picture if necessary at the option of the student or parents. The photographer(s) shall not charge, or threaten to charge, fees for retaking photographs regardless of the reason for the retake, but retakes without charge are limited to one, with additional retakes provided for an additional cost to the student or staff member.**

**35 Picture Day**

Photographer(s) shall provide all support personnel to organize and maintain the picture-taking process and collection of monies. All photographs shall be taken with state-of-the-art, professional quality photography equipment.

## Attachment A

Photographer(s) shall provide a sufficient number of cameras and personnel to allow completion of photographs within a time period deemed acceptable by the principal. Photographer(s) should adhere to or comply with the standard of one camera per 300 students to satisfy this requirement.

Photographer(s) shall take individual color photographs of all students and staff on site, regardless of potential for purchase.

All students and staff shall be photographed by highly trained professional photographers who have the desire to present the subject with an outstanding portrait. Students will be posed pleasantly in appearance, with uniformity in face and eye direction for the yearbook.

Photographer(s) shall issue an identification card at the time of photograph sitting to all students and staff members.

### **3.6 Retakes**

Photographer representative will schedule retake day(s) with the principal or designee.

Photographer(s) shall guarantee refunds or retake the picture if necessary at the option of the student or parents. The photographer(s) shall not charge, or threaten to charge, fees for retaking photographs regardless of the reason for the retake, but retakes without charge are limited to one, with additional retakes provided for an additional cost to the student or staff member.

The photographer(s) ideally would be located in the Maryland, Virginia, or Washington, D.C. area with published hours for picture retakes. All photographer(s) shall provide a local or toll-free number and office hours for picture retakes.

### **3.7 Quality**

Photographer(s) shall print all photographs on quality paper. The quality of all photographs shall be superior, shall meet all yearbook publication requirements (uniform sizing/cropping, pose, head size, background color and/or attire) and shall be deemed satisfactory to students, parents, and publication staff and/or advisor.

### **3.8 Delivery of Photo Packages**

Photographer(s) shall identify for school use the students photographed during the initial and retake sessions, and deliver to the school the individual photo packages labeled with student names. The school and photographer shall mutually determine the sorting arrangement of the packages. An example of this may be alphabetically by student and arranged by teacher/period.

Photographer(s) shall provide prepaid labels for the return of photo packages, if needed.

### **3.9 Candid and Group Photos**

Photographer(s) shall make trips to school as necessary to cover candid, club, and group pictures.

### **3.10 Senior Portraits**

For Senior Portraits, photographer will offer the options of Tux, Drape, or Black Formal Attire.

## Attachment A

All order forms regarding Senior Portraits will be in **gender-neutral terms** (ex. Tux, Drape, Black Formal Attire).

### 3.11 Identification Cards and Replacement

Photographer(s) shall issue an identification card to all students and staff members **at the time of photograph sitting**.

**Photographer must submit a sample ID to the Division of Food & Nutrition Services (DFNS) for approval upon contracting with a school. Specifications are attached, see Attachment I, ID Card Specifications.**

Schools are expected to provide identification cards promptly when cards are lost or new students are enrolled. **This capability should be outlined in the response.**

Photographer(s) must specify the type of equipment and supplies to be used along with their compatibility with our food service and library point of sale systems. (See Attachment I, ID Card Specifications)

### 3.12 Year Book Photos

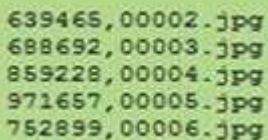
Photographer will provide student and staff photos as well as candid and group photos for the yearbook. **Representative will coordinate with the principal, designee, or yearbook coordinator to ensure photos are provided in a timely manner.**

The expectation is that the representative will be highly responsive.

### 3.13 Media Center

Student IDs are used by students in school media centers.

Photographer will provide the school media center with a digital folder containing student images and a **map** file (IDLINK), containing the student ID number followed by an image name or number. (NOTE: The image name may be the student ID number). Example for map file is below.



```
639465,00002.jpg  
688692,00003.jpg  
859228,00004.jpg  
971657,00005.jpg  
752899,00006.jpg
```

### 3.14 Data Files for School Administration

Photographer(s) shall provide a data file of student photographs for use by the school administration within fifteen (15) calendar days. The photograph database shall be compatible with the MCPS student database.

### 3.15 Elementary School Yearbook Publishing

Elementary schools require a range of yearbook options, from lower to higher cost.

## Attachment A

Elementary level yearbook publishing is **optional** for respondents of this Request for Quote (RFQ).

Indicate, Yes or No, on **Attachment J—Elementary Yearbook Publishing**. If offering elementary school yearbook publishing, submit samples of elementary level yearbooks and pricing.

If responding to this RFQ **only** to offer elementary school yearbooks, submit all items as described in Section 13.0, Mandatory Submissions, *except Attachment I—ID Card Specifications*. Indicate Yes on **Attachment J—Elementary Yearbook Publishing** and submit samples of elementary level yearbooks and pricing.

### 3.16 Financial Obligation

The school or school system shall not be liable for any bad debts incurred as a result of the sale of school pictures. Collection of bad debts is the responsibility of the contractor.

### 3.17 Commissions and Reporting

Photographer will submit a copy of each fully-executed individual school agreements to the Division of Procurement. Send to: [Procurement@mcpsmd.org](mailto:Procurement@mcpsmd.org). Subject Line: STUDENT PHOTOGRAPHY CONTRACT VENDOR NAME—SCHOOL NAME.

Photographer will issue reporting with each commission throughout the year and full-year reporting with the final commission.

Photographer(s) shall provide each school with a list to include: students photographed, students not photographed, and list of orders placed by students.

Photographer(s) shall provide schools with supporting documents for online sales.

Photographer(s) shall issue final commissions to schools within thirty (30) days of receipt of final payments from customers. **The vendor shall provide a comprehensive report at the end of the year showing all commissions earned by the school, including the date and amount of each check.** At the time payment is made to the school, the photographer shall provide a full and complete accounting to substantiate all commissions paid.



Attachment B

Office of Finance Division of Procurement

Montgomery County Public Schools January 12, 2024

**FREQUENTLY ASKED QUESTIONS**

RFQ #4347.3, Student Photography Services for Montgomery County Public Schools

**Question:** We are in the middle of a photography contract with a vendor that is not on the new list. Can we continue to use it until it ends?

**Answer:** Yes, schools can and should continue to use a current one-year contract until it ends.

Once it ends, interview vendors from the current awardees.

**Question:** For several years we have used a company that is not on the new list for our elementary school yearbook. Can we continue to use them?

**Answer:** No, elementary schools must follow the procedures and use a currently awarded vendor.

**Question:** Once the principal has signed a contract, what else do we need to do?

**Answer:** The photography company is required to send a copy of the signed contract to [procurement@mcpsmd.org](mailto:procurement@mcpsmd.org). The school must keep a copy of the signed contract as well. Work directly with the vendor to schedule services.

**Question:** Do school photographers have to be fingerprinted?

**Answer:** Yes, all school photographers have been notified that they must undergo a background check and be badged. Please remind them of this requirement.

**Question:** Who do I contact if I have questions or concerns about our photography or elementary yearbook vendor?

**Answer:** Contact the Division of Procurement at [procurement@mcpsmd.org](mailto:procurement@mcpsmd.org).

**Question:** Who should the photography/yearbook vendor contact if they have questions or concerns about services?

**Answer:** Contact the Division of Procurement at [procurement@mcpsmd.org](mailto:procurement@mcpsmd.org).