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North Colonie Central School District  
91 Fiddlers Lane  
Latham, New York 12110-5349

To: Thomas J. Rybaltowski, Assistant Superintendent for Business  
From: Steven B. Zautner, Treasurer   
Subject: Request for Proposal - Yearbook Publisher  
Date: June 23, 2011

A Request for Proposals (RFP), duly advertised, for the Junior and Senior High School Yearbook Publisher, was opened on June 2, 2011. Three companies responded with proposals.

#### Shaker Junior High

Rod Wheeler, long time Junior High Yearbook Advisor, is retiring. He will be replaced by co-advisors Stephanie Majewski, Aaron Haacker and Mary Lancaster. The advisors-to-be met with two of the three respondents (Taylor/Balfour and Jostens) recently to hear presentations about services available, and see demonstrations of the software program that would be used to create their yearbook. A third vendor, Lifetouch, based in Binghamton was not seen as a viable option at this time, given that this would be their first year as advisors.

Unlike the High School Yearbook, which is created with an independent and sizeable student yearbook staff, there is very limited and highly supervised student involvement with production of the Junior High yearbook, so advisors must work more directly with the yearbook software to create the yearbook themselves.

Based on meetings with the two companies, and demonstrations presented, the advisors believe they stand the best chance of success with Jostens. In their unanimous opinion, Jostens software was more user friendly and easier to learn, which would allow them to produce a quality yearbook in their first year.

The advisors felt that the cost of both Taylor's and Jostens pricing structure was within their budget, so their discussion really came down to which company they felt most comfortable.

## Shaker High School

The High School Yearbook has been published by Jostens for the last six years. The advisors have reported very positive results. They feel they have excellent support from the Jostens representative, and work well with him.

Both Jostens and Taylor/Balfour were seen as potential options as Senior High yearbook publishers. Lifetouch, based in Binghamton and new to the yearbook publishing market in this area, was seen as too small to handle a yearbook as large as Shaker's 400 all-color pages.

Presentations from Taylor/Balfour and Jostens were heard by the yearbook committee on June 17, 2011. Both companies price structure would keep yearbook pricing at current levels, though there were some minor differences in various categories. Price was not really a factor in the final recommendation.

After working with Jostens for the last six years, and listening to both proposals, the Yearbook Officers (Laura Grimm and Kaitlyn Cheney), yearbook advisors (Jean Fanniff, Felice Caluder and Aimee Gauthier), and Mr. Murphy unanimously felt the best option was to continue their very successful relationship with Jostens. They believe they can continue to produce a yearbook of the highest quality at a stable price, given Jostens proposal

The yearbook advisors and I recommend that the District appoint Jostens as the Junior and Senior High School Yearbook Publisher for the 2011-12 school year, with two one-year renewals at 75% of CPI, if mutually agreeable to both parties, pursuant to their proposal.

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