



RFP for Catalog Services

Summary

Willmar Community Education, a program of services offered through the Willmar Public Schools–ISD 347, requests proposals for the following specifications for designing, printing, and mailing a departmental program catalog to all district residents three times per year. Programs are designed to serve a variety of educational needs for residents and community members from birth to late adulthood.

Some of the programs operating through Willmar Community Education include Adult Basic Education, Early Childhood Family Education, Cardinal Place School Age Care, Adult and Youth Enrichment, Aquatics, District Facilities Scheduling, and Drivers Education.

The current program catalog may be found at <https://www.willmar.k12.mn.us/Page/1746>

Scope of Services

This request is for the *annual* costs of designing, printing, preparing for bulk mailing, and delivering to the Willmar Post Office, of 14,000 catalogs three times per year, and to deliver a PDF version of the finished catalog. Leftover catalogs will be delivered to the Community Education office. The catalog must be:

- 28 pages in length, including cover and back cover, on a quality weighted paper (identified in the proposal);
- Full color throughout;
- Attractively designed using quality publishing software that is compatible with modern printing firms; and
- Aligned to and meets the requirements of bulk-mailing materials as per the United States Postal Service.

Proposal Guidelines and Requirements

Qualified vendors are encouraged to submit proposals for Phase 1, Phase 2, or both. Proposals should include a basic fee schedule with breakdown of costs associated with designing, producing, and printing.

Proposals will be received through **Monday, June 13, 2022**. The prices quoted should be inclusive. All proposals are to be valid through August 31, 2023.

Vendor selection will occur by **Friday, June 17, 2022**.

Proposal Enclosures

All proposals should be emailed to Scott Wallner, Community Education Director, at wallners@willmar.k12.mn.us. Questions should also be directed to Mr. Wallner either through email or telephone at (320) 231-8494.

References

The vendor shall provide at least two educational/professional references from current clients. Please include contact information and a brief description of work done for those clients.

Schedules

There are two phases listed below; proposals should include the *annual* costs for each. Phase 1 is for designing and developing a 28-page catalog, three times per year. Phase 2 is for printing and delivering 14,000 copies of a 28-page catalog, three times per year.

Phase 1: Design and layout

Scope of Work:

- **Conceptualize:** Developing the overall look, feel, and concept of the catalog that reflects the Community Education department. The concept design should be original and contemporary and should ensure that the catalog is accessible on different media devices (tablets, smart phones, etc.).
- **Content Development:** Although the primary catalog content will be developed and provided by Community Education staff, the vendor will ensure that tone and language is consistent throughout the catalog.
- **Designing:** Converting the concept to design, layout and development of other elements, including cover, infographics, illustrations, icons, etc. as might be needed to suit the content requirement.
- **Delivery:** Delivering the finished product, appropriately formatted, to the vendor chosen in Phase 2. Also providing digital copies to Community Education in format(s) that are compatible with the district's website and social media platforms.

Phase 2: Printing and delivering

Scope of Work:

- **Equipment:** Utilizing modern equipment and technology, to provide a high quality product. These may include but not be limited to high-speed digital printing, finishing (i.e. folding, die cutting, gluing), inventory, and order fulfillment.
- **Ability/Volume:** Indicating the vendor's technical ability and capacity for producing and delivering the catalog in a reasonable amount of time.
- **Efficiency:** Turnaround time between receiving the electronic and formatted copy of the catalog and the delivery date should be approximately 10 business days.
- **Delivery:** Delivering 14,000 copies of the catalog, prepared for bulk mailing, to the Willmar Post Office (General Mailing of Willmar holds the USPS bulk mailing permit).