



CATEGORY: **Instruction, Miscellaneous**

EFFECTIVE: **1-29-62**

SUBJECT: **Pictures by Commercial Photographers**

REVISED: **4-05-2002**

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**A. PURPOSE AND SCOPE**

1. To outline administrative procedures for having commercial photographers take pictures of individual students, classes, or groups in schools. This procedure does not cover individual and group pictures taken by unpaid nonprofessional photographers such as parents and staff members.
2. **Related Procedure:**  
Release of student information..... 6525

**B. LEGAL AND POLICY BASIS**

1. **Reference:** Board policy: H-8650, H-8800, H-8900.

**C. GENERAL**

1. **Originating Office.** Suggestions or questions concerning this procedure should be directed to the Institute for Learning.
2. **Elementary Schools.** All commercial photographers must obtain an approval letter (renewable each year) from the Institute for Learning, and addressed to principal responsible for designating the representative with whom photographer may work. This letter will indicate that the photographer represents a responsible firm having a local office. The individual designated to issue these letters of approval shall be guided in making his/her decision by the following criteria:
  - a. Inclusion in, and rating by, Better Business Bureau.
  - b. Previous experience with school-type photography contracts and record of dependability and quality of service.
  - c. Capability of photographer's equipment and resources to provide satisfactory school photographic services.
  - d. Other quantifying items to be taken into consideration.
3. **Secondary Schools.** Student body organizations are negotiating agents.

**4. Definitions**

- a. **Group pictures** (elementary schools): One picture of a group of students, or individual photographs of a group or class mounted as a composite picture.
  - b. **Color packet:** A packet of colored sheets either of an individual or a group (C.4.a.).
5. Instructions regarding purchase of an individual or group picture, including a sample picture, may be sent home with student.

**D. IMPLEMENTATION****1. Elementary Schools**

- a. **Photographer** shall be required to secure letter of approval from person designated by the Institute for Learning at beginning of year prior to (1) contact with individual school principals and (2) entering into agreement with the principal.
- b. **Principal**
  - (1) Requests letter of approval issued to photographer, and written statement of agreements reached (e.g., dates for photographing, makeup, delivery, and cost.).
  - (2) Selects photographer; secures agreement from photographer selected (see attached sample [E.]); chooses black-and-white or color pictures; establishes date, which is confirmed with photographer; obtains notices from photographer to issue to parents/guardians.
  - (3) Arranges makeup date with photographer for absent students.
  - (4) Instructs photographer to collect picture money daily so it will not remain in the school overnight.
  - (5) Prior to picture day, arranges with staff to have notices sent home with students designating place and time for picture-taking.

- (6) Reminds staff members that they are not accountable for photographs, and are not expected to provide students with correct change for making payments. Staff *is* expected to:
  - (a) Distribute envelopes containing pictures to students.
  - (b) Send returned envelopes containing money or pictures to office. (Correct change must be in the envelopes.)
- (7) Alerts division designee if agreement is not fulfilled or service provided is not satisfactory.
- (8) Requests photographer to return completed pictures with purchase instructions. Photographer will also be requested to do the following:
  - (a) May provide a sample group photograph or color packet for each student along with purchase instructions.
  - (b) Notify students that additional individual portraits may be ordered and paid for only at photographer's studio.
- d. **Secretary** accepts temporary custody of money for pictures; gives money to photographer, who is instructed to make a daily collection.

## 2. **Junior High Schools/Middle Schools**

### a. **Principal**

- (1) Designates one or more school representatives to coordinate scheduling of all student and faculty portraits; authorizes requests for service work related to yearbook.
- (2) Reviews sample specification form with designee(s), deleting or adding specifications as needed to meet individual school site needs.
- (3) Takes advantage of prepay, direct mail options whenever feasible.

b. **Designee**

- (1) Solicits bid in writing or by telephone from at least three (3) qualified bidders able to offer best prices consistent with quality, delivery, and service; maintains a record of contacts made with different companies.
- (2) Reviews photographers' written responses with principal.
- (3) With consent of principal, selects one photographer who offers the best prices consistent with quality, delivery, and service.
- (4) Contacts all photographers who responded to announce decision.
- (5) Makes necessary arrangements for efficient implementation of the plan.

3. **Senior High Schools**

a. **Principal**

- (1) Designates one or more school representatives to coordinate scheduling of all senior and faculty portraits and service work related to the yearbook.
- (2) Reviews sample bid forms with designee(s), deleting or adding specifications to meet individual school site needs.

b. **Designee**

- (1) Solicits bid in writing or by telephone from at least three (3) qualified bidders able to offer best prices consistent with quality, delivery, and service; maintains a record of contacts made with different companies.
- (2) Receives written bids, *keeping them unopened until closing date specified on bid*; assures that witnesses are present when bids are opened.
- (3) Reviews photographers' bids with principal.
- (4) With consent of principal, awards bid to photographer offering the quality of work and service desired.
- (5) Contacts all photographers who submitted bids to announce successful bidder.

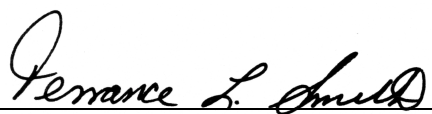
(6) Makes necessary arrangements for efficient implementation of the plan.

**E. FORMS AND AUXILIARY REFERENCES** (Available from the Institute for Learning)

1. Approval letters and sample specification form for photographic services for secondary schools
2. Sample of Agreement form, Attachment

**F. REPORTS AND RECORDS**

**G. APPROVED BY**



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Chief of Staff, Terrance L. Smith  
For the Superintendent of Public Education