



We focus on **you!**

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We hope that you have enjoyed a wonderful summer!

We're thrilled that you have chosen Coffee Pond Photography & Yearbooks as your school portrait vendor and our team is looking forward to working with you this year.

We are hopeful that the 2022-2023 academic year will bring a return to normalcy in school and we are looking forward to seeing your students' smiling faces.

We appreciate your partnership in making the school portrait program a success and hope that you find this guide helpful in answering your questions. Please take the time to read through it carefully, as it will help lay the groundwork for a smooth Picture Day with no surprises!

As a family-owned business, we pride ourselves on delivering high quality products and services. We welcome your feedback and encourage you to reach out to us at any time if there is anything we can do to make your experience as a member of the Coffee Pond family even better.

We recognize that you have options when choosing a school portrait photographer and we appreciate your trust and value your business.

Thank You,

Jen & Marc Stiller

Owners, Coffee Pond Photography & Yearbooks

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marcs@coffeepond.com
Office: 800 632-2323 ext. 108
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2022-2023 School Picture Information

Pre-Pay Program



Prior to Picture Day

Account Managers and Communication

The Account Manager is your dedicated contact person at Coffee Pond who will work with you to ensure a successful school Picture Day. Your Account Manager will contact you 3-4 weeks before your Picture Day to confirm date, locations and start time, answer any questions you have, discuss data needs with you, and finalize the schedule.

Please remember that although your Picture Day is set on our final calendar, situations sometimes arise that may dictate a last-minute change (i.e. school emergencies, weather emergencies, etc.). If such an occurrence takes place, please contact your Account Manager as soon as possible to reschedule.

School Data Requirements

During the initial contact with your Account Manager, you will be asked to provide a database of student and faculty information that includes the following information:

- Student names, grade, and homeroom teacher name
- Student ID numbers (if applicable)
- Faculty names and salutations
- Faculty & staff ID numbers (if applicable)

It is important that this information be received by our office as early as possible, 1-2 weeks prior to Picture Day. Databases should be provided in an Excel spreadsheet.

Database information is not shared with any person or entity outside of Coffee Pond Photography & Yearbooks and is used solely for the identification of student and faculty images within our office.

Entagged Bar Coding System & Student Identification

Coffee Pond utilizes cutting edge technology that allows for 100% touchless delivery of photography services. This technology is used in our production department to match the student with the correct image when processing orders and creating service items. There will be no need to have students or staff hand any form of paper identification to our staff as they arrive to be photographed.



The database your school provides is used to create various service items supplied to the school. In addition, this information is used by our production department to generate a unique bar code for each of your students. Our photographers will arrive at your school with scan sheets that contain each student's name and associated bar code.

When a student arrives to be photographed, they will tell our photographer their name. The photographer will locate that individual on the scan sheets, scan their barcode and then proceed with the photos. Younger students (Pre-K through Grade 1) can often benefit from assistance from a teacher or parent volunteer in communicating their name to the photographer.

If a student was not included in the database you sent to Coffee Pond (a new student, for example) and as a result does not have a barcode on our prepared scan sheet, our photographer will assign one to the student.

As you develop your Picture Day schedule and communicate how students will arrive for photos (i.e. by classroom, homeroom, cluster, etc.), your school's scan sheets will be sorted and printed accordingly to allow our photographers to easily locate each student's name and barcode.

Order Forms & Online Ordering

A few weeks prior to Picture Day, a large box containing portrait order forms for your school will arrive at the school office. These forms are still valuable reminders of the upcoming event and provide families a way to order if they do not wish to pay via credit card online. The forms have a tear section that creates an envelope in which parents can place cash, a check, or money order as payment for their photos. Extra forms will be included in the box. **Forms should be distributed to families (one per child) approximately two weeks prior to Picture Day. This gives families enough time to prepare for photos (ex: scheduling haircuts, selecting outfits, etc.). It is very important that these forms are distributed in advance of Picture Day.**

On Picture Day, please have teachers collect order forms from students and deposit them in a clearly marked box (provided by our staff) when they arrive at the photography location. For schools where students do not arrive for portraits as a class, please instruct students to place their order forms in this box themselves prior to having their photo taken.

We are happy to provide order forms in Spanish and Portuguese on request.

Families are also able to purchase photos online at www.coffeepond.com. Coffee Pond accepts all major credit cards and students do not need to bring a printed confirmation of their order to Picture Day. Your Account Manager will be providing you a PDF that you can share with your families with easy-to-follow online ordering instructions.



Reminder Notices

Soon after the order forms are sent home, reminders should be sent to families to verify that they received the order envelope. Your Account Manager will email you a customized reminder notice and online ordering instruction PDF that you may use to email parents or print and distribute to students.

If your school has a dress code, please mention this in your communication to families. It is helpful to remind parents that these photos may be used in school publications such as yearbooks, and that students should keep this in mind when selecting Picture Day clothing.

IMPORTANT REMINDER: Be sure that your school's weekly newsletter, website, parent portal, and calendars are updated with school portrait related information. If your school has elected to receive commission, it is helpful to let your families know that a portion of their purchase will benefit your school. We also recommend that you inform your Parent/Teacher Organization.

Order Due Date & Late Orders

The due date for all orders is your Picture Day. If orders are received at the school after Picture Day, please forward them to us using the **Late Order envelope** that our staff provides to you on Picture Day. This envelope should be sent to our office no later than **3 days after your Picture Day**. All orders received in the Late Order envelope and through our online system for the three days following Picture Day will not be subject to a handling fee. Orders received beyond the three-day period must be placed online and may be subject to a handling fee. These orders may not count toward your commissionable orders, if applicable.

Volunteers

Organization and preparedness are essential to our on-time performance on Picture Day. In our experience, having a volunteer helper for each photographer provides the optimal situation for ensuring a smooth Picture Day and the highest quality photos. Volunteers can help in a variety of ways such as assisting with grooming, and shepherding students through the process in an orderly fashion.

Although we encourage participation of volunteer helpers on Picture Day, it is not required. **If you will not be providing volunteers, please let your Account Manager know as early as possible so we may prepare our staff accordingly.**



Picture Day Schedule

Creating an efficient Picture Day schedule is one of the most important ingredients to a successful event.

Please carefully review the schedule suggestions below and contact your Account Manager with any questions. While these are suggestions and not mandatory requirements, the last 35+ years and more than 15,000 Picture Days at schools of all sizes has given us a clear understanding of what makes for a stress-free day!

Staggered Scheduling

Experience has shown that sending fewer students, at more frequent Intervals, leads to the best results.

In many cases, the ideal schedule is sending **one** class at a time to the Class Photo station first. Once the first group is done with the Class Photo, they'll move to the Individual Portrait stations, dividing evenly among the photographers. As the first group finishes the Class Photo, the next class should be arriving to have their Class Photo taken. From that point, there will be 2 classes taking pictures at the same time, one with Class Photos and one with Individuals. The rest of the session will follow similarly. This one-direction flow minimizes wait times from "traffic jams" and allows for maximum flexibility to accommodate specials and lunch blocks.

Recommended Intervals with Class Photos

We have found that 10-minute intervals generally allow plenty of time for Grade 1 and older students, at schools with 3 or more photography staff. There are some classes which might benefit from more time, and we recommend 12-15 minute intervals for the following students:

- Pre-school, Pre-K, and Kindergarten classes
- Integrated classes with a significant number of students with learning and/or behavioral differences
- Larger classes, i.e. more than 24 students

For schools where 2 Photographers are scheduled and Class Photos will be taken, we recommend 1 class every 15-20 minutes.

These time frames are conservative estimates that have proven to be effective, however they are not guaranteed. We strongly suggest you speak with your Account Manager while creating your school's schedule.



Individual Portraits Only

For schools where Class Photos are **not** being taken (such as at middle schools), we find sending fewer students at shorter intervals also works well. Noise (and the distractions that come with it) as well as crowding and waiting are all reduced.

Check with your Account Manager on the number of photographers scheduled for your school to help determine the best number of students to send at one time.

SAMPLE SCHEDULES ARE INCLUDED AT THE END OF THIS HANDBOOK ILLUSTRATING THESE RECOMMENDATIONS.

Other Schedule Tips

It is very important that the day begins on time and as scheduled. We suggest starting the first group at least ten minutes after the official start of the school day.

Helpful tips when planning:

- The first group listed should be arriving at their designated time. If they arrive late, then the rest of the day may lag.
- Schedule the youngest students early in the day, before they've had recess or snacks (which can dirty their clothes).
- If faculty would like to be photographed before school begins, please make sure your Account Manager is aware – they will adjust the photographers' arrival time accordingly.
- If you have a yearbook, or if staff IDs are required, it's helpful to remind teachers that they should sit for a portrait, and to consider this when creating your schedule.
- For middle schools without class photos, it can be helpful for students to arrive at the Individual Portrait stations in alphabetical order, as it can speed up the process of identifying each student bar code. This is not a requirement but is mentioned in case it works for the school.

Please email a copy of the proposed schedule to your Account Manager **before** sharing with your school community, and no later than one week before Picture Day. Discussing your schedule with your Account Manager before distribution is important, as they may have important suggestions and/or changes to help your picture day run smoothly.



Class/Homeroom/Group Photos

Please let your Account Manager know if you are planning to have traditional class or group photos of any kind taken on Picture Day or if you will be forgoing traditional group/class pictures in 2022-2023. We are happy to offer class composite photos in lieu of traditional class pictures upon request.

If you will have traditional group photos taken this year, these photos should be scheduled when the greatest number of students and staff will be available. While technology exists to add people to photos, quality cannot be guaranteed due to variation in lighting at the time different photos are taken. Additional fees may be applied in instances in which more extensive corrections are requested and delivery of the final prints may be delayed.

In addition, large group photos (30+ participants) should be scheduled when all photographers can assist in setup to minimize distractions and enhance the final quality.

Picture Day Information

Weather – Outdoor Photos

If the weather is not appropriate for outdoor photos, we will set up indoors with backdrops for individual portraits. Each photographer will need a clear space of approximately twelve feet by twelve feet in which to work, and one grounded (three prong) power outlet.

If your school has a scheduled rain date, we will contact you the day before the session, if the weather is predicted to be inclement. If your Picture Day is scheduled for a Monday, this decision must be made the preceding Friday. If the weather is predicted to be appropriate for outdoor photos but changes in the morning, we will contact you at home by approximately 7 a.m. to discuss the situation. If a decision is made to cancel for the day, the portraits will be taken on the scheduled rain date.



Photographer Arrival

Our photographers will arrive at your school approximately one hour prior to the scheduled start of Picture Day. If you are unable to arrive at the school one hour before the start of Picture Day, please make sure to designate another person from your school to meet our staff and make decisions regarding weather and location, if necessary. Make sure to provide your Account Manager with this individual's name and contact information, including cell phone number.

We provide a specific number of photographers for your Picture Day based on the school's population and the amount of time allotted to us on your schedule. Although rare, sometimes a scheduled photographer gets ill or has an emergency and may not be able to work. This is an extreme situation, but it can happen. We will do everything within our power to make sure everything runs as smoothly as possible, and we will not leave until the job is complete.

Location – Outdoor Photos

Upon arrival, our Group Leader will work with you to select the best outdoor site for your photos. Our goal is to select a location as close to the school building as possible, so it is easily accessible for the students. However, lighting situations or backgrounds may require that we photograph further away from the school building. If you have access issues due to special needs individuals, please let the Group Leader know immediately and they will work to find an alternative location.

Location – Indoor Photos

Setup for indoor individual photos requires open, clean, and clear space in which to work safely. An open 12'x12' area for each photographer is needed to arrange backdrops and lighting. Preparing the space ahead of time prevents delays to your schedule.

Location – Class Photos

- Indoor class photos require an area clear of any furniture or items on walls that could be near or directly behind a group.
- Outdoor class photos require an area large enough to accommodate the largest class size with appropriate lighting and background.



The Group Leader will look at all areas you recommend and will provide guidance on the best location.

Class pictures can be set up without the aid of any seating, but it is helpful to have benches or chairs. If the school can provide these, it can enhance the composition of the group photo. Please have seating (wood, metal, or plastic) brought to the picture location before the first group is scheduled to be photographed. If small sized chairs are available for younger grades, that is ideal.

Faculty & Staff Photos

We are pleased to offer photos for Faculty & Staff. If Faculty/Staff need to be photographed for your yearbook or for ID cards, please make this clear to your Faculty & Staff, as well as your Account Manager prior to Picture Day.

Be sure to discuss any concerns about space constraints with your Account Manager well in advance of Picture Day.

Following Picture Day

Print Delivery

Portrait packages will be mailed from our office to the school for distribution to students approximately four to six weeks after Picture Day.

Class photos will be grouped separately from the portrait packages. Please review the class photos carefully. If you see any problems or have any questions, **please do not distribute them** and contact your Account Manager immediately. Corrections can be made, and new class prints can be delivered to your school quickly. Composite class photos are delivered separately after the proofing process is completed, and ordinarily in the spring.



Service Items

Any additional items listed on your agreement, and marked for delivery after Picture Day, will be shipped to the school with your portrait packages **or under separate cover**. The Service Items are generally packaged separately from the portrait packages and are included in the same box. Please look for them when initially opening your boxes and deliver them to the appropriate departments.

Student images for administrative use will be delivered electronically by secure link.

Yearbook images and some administrative items will not arrive until after Retake Day.

If you are concerned about the arrival of any of your contracted service items, please contact your Account Manager.

Retake Information

Retake Day is established soon after Picture Day. We will email you a Retake Day reminder notice that you can share with your school's families via email or by printing and distributing.

Any students not photographed on Picture Day (due to absence or other situations) will be photographed on Retake Day.

If your school has class pictures taken but a student is choosing to have the individual photo retaken, **families should keep the class picture** provided in the original package. However, the individual prints should be returned if they are choosing to have a retake. If parents have specific instructions they would like to communicate to the photographer for their child's retake, they should write a note directly on the portrait package that is being returned.

Although every effort will be made to photograph retakes in the same area as the original Picture Day, lighting, weather, and a variety of other situations may require that the location be changed. This will be decided by the photographer the morning of Retake Day.

Retakes will not be rescheduled due to weather. **They are taken rain or shine.** If photos will be taken indoors, please make sure there is a clean, unobstructed space for our photographer that is at least twelve feet by twelve feet in size, and that has a single, grounded (three prong) outlet. Our photographer will set up a foliage background if original photos were taken outdoors.



Delivery of Your Retake Packages

Portrait packages will be mailed from our office directly to the school and addressed to you to be distributed to students approximately three to five weeks after Retake Day. Additional service items may arrive at this time as well. Please make sure they are delivered to the appropriate department at your school. If a family is dissatisfied with their child's portrait following the retake, please instruct them to return the package and we will provide a 100% money back guarantee. If the school receives any returned packages, please forward them to us immediately and we will issue a refund.

Customer Service

The satisfaction of your community is our greatest priority. We have dedicated significant resources to providing high quality customer care and are well equipped to manage all school portrait questions. If you have questions, you should contact your Account Manager directly. However, Families that have questions should contact our Customer Care Lifeguards.

Please share our Customer Care email address (lifeguards@coffeepond.com) and office phone number (508) 632-2323 X 0 with all families so that we may resolve their issue directly. If you feel you need to advocate on behalf of a family (i.e. foreign language speakers, unusual issues, etc.), please contact your Account Manager directly for assistance. **Otherwise, please refer all parent inquiries to our Customer Care Lifeguards.**

We are committed to providing the highest quality service to your community. Rest assured, we will work with each family to satisfy their requests, answer their questions, resolve problems, or find a solution to their specific issue. **Please pass this information on to other administration and staff, as you may not always be at the school or be the first person to receive the inquiry.**

Contracts & Date Selection

In early September you will receive an email from Jen Stiller, one of Coffee Pond's owners, letting you know that date selection for the following year is available. Dates are assigned on a first come, first served basis and we ask that you respond as quickly as possible to ensure you receive a date that is compatible with your school calendar. Your school portrait contract for the next year will be emailed to you shortly after your Picture Day, along with a Date Selection Sheet. **This is important paperwork that needs to be signed and returned to our office as soon as possible.**

Quick Reference Contact List

Coffee Pond Photography & Yearbooks
3 Speen Street, Suite 200
Framingham, MA 01701

Main Contact Information

(508) 907-6633 (MA)
(800) 632-2323 (outside MA)
(508) 907-6634 (fax)
www.coffeepond.com

Account Managers

Paige Brown	X112	paige@coffeepond.com
Liz Cabello	X150	liz@coffeepond.com
Shannon Dodds	X120	shannon@coffeepond.com
Nancy Gould	X117	nancy@coffeepond.com
Anne Haggerty	X143	anne@coffeepond.com
Ellen Rogers	X258	ellen@coffeepond.com

Customer Care Lifeguards

(508) 907-6633 ext. 0 (MA)
(800) 632-2323 ext. 0 (outside MA)
Lifeguards@coffeepond.com

Sample Schedules

Example: School with 420 students, 21 classrooms, 1 Group Photo Station, 3 Individual Photo Stations (PK & K classes have 15-18 students, all others have 18-23 students)

8:00-8:15: All Staff Photo

8:15-8:30: Faculty & Staff Individual photos for anyone who doesn't come with a class or later in the day.

(8:30-8:50, student arrivals)

9:00am -PHOTOS START- Please go to the CLASS PHOTO STATION AT YOUR SCHEDULED TIME:

9:00 PK-A

9:15 PK-B

9:30 PK-C

9:45 K-A

10:00 K-B

10:15 K-C

10:25 1A

10:35 1-B

10:45 1-C

10:55 2-A

11:05 2-B

11:15 2-C

11:25 3-A

11:35 3-B

11:45 3-C

(No classes b/c of lunch and/or specials)

12:10 4-A

12:20 4-B

12:30 4-C

12:40 5-A

12:50 5-B

1:00 5-C (finished by 1:10)

1:10-1:40 ALL 5TH GRADE Photo on Play Structure

3:10 Dismissal

Sample Schedules

Example: 2 Class Photo Stations, Intermediate School with Grades 3-5 only

7:45: ALL STAFF

(8-8:20 Student arrivals)

8:00-8:30 Fac/Staff Individuals AND "River Program Special Learner School" - 1 Class photo and 6 Individuals with special needs

8:30: ALL 5th In Gym

9:00am -PHOTOS START- Please go to a CLASS PHOTO STATION AT YOUR SCHEDULED TIME:

9:00: 3 A & B

9:07: 3 C & D

9:14: 3 E & F

9:21 3 G & H

9:28 3 I & J

9:35 3 K & L

9:42 4 A & B

9:49 4 C & D

9:56 4 E & F

10:03 4 G & H

10:10 4 I & J

10:17 4 K & L

10:24 5 A & B

10:31 5 C & D

10:38 5 E & F

10:45 5 G & H

10:52 5 I & J

10:59 5 K &

Sample Schedules

Example: Small school with 2 Photographers and class photos - approximately 180 students in total. Classes are 22-26 students each, except middle school classes which are 10-15 students each.

8:00-8:20am All Staff
(8:20-8:40 student arrival)
8:45, PK (18)
9:05, K (21)
9:25, 1st (24)
9:40, 2nd (22)
9:55, 3rd (25)
10:10, 4th (26)
10:25, 5th (24)
10:40, 6th (12 students)
10:50, 7th (15 students)
11:00 8th (10 students)
11:15 All 8Th Grade on Front Steps

Sample Schedules

Example: Middle School with 1,000 students, 8 Photographers, no class photos. Each grade is comprised of 3 Teams with approximately 130-140 students per team.

8:00am Faculty Individual Portraits. Faculty will arrive for photos throughout Picture Day.

8:20: Neptune A

8:30: Neptune B

8:40: Jupiter A

8:50: Jupiter B

9:00: Pluto A

9:10: Pluto B

9:20: Yellowstone A

9:30: Yellowstone B

9:40: Arches A

9:50: Arches B

10:00: Tetons A

10:10: Tetons B

10:20: Purple A

10:30: Purple B

10:40: Green A

10:50: Green B

11:00: Orange A

11:10: Orange B

11:20 – Done.